

STORM

Only rain in the stormdrain

Stormwater Outreach for Regional Municipalities



Fiscal Year 2016 Annual Report
July 1, 2015 – June 30, 2016

Executive Summary:

The purpose of STormwater Outreach for Regional Municipalities (STORM), is to provide a platform for collaborative effort by which educational outreach may be provided to residents in the greater Phoenix area with the message of pollution prevention to keep our waters clean. In Fiscal Year 2016, STORM took great strides to increase its outreach ability, use innovation to address its audiences, and collaboration to espouse a regional method. As a result of the support of each member, STORM performed the following actions and agreements to affect the region:

- STORM made an agreement with [Solarflaredigital](#) to assist with maintaining our website, and STORM members altered the website to make it more usable. As a result, our website has recorded a total of 2,800 unique guests, with a total of 3,900 sessions, and 10,000 pages viewed.
- STORM made an agreement with [Bear Essential News](#) to post ads in newspapers that are distributed throughout the Phoenix area for an estimated 1,000,000 views.
- STORM made an agreement with [Clear Channel Outdoor](#) to post ads on billboards throughout the region for the months of July and August creating a total of 30 Million impressions. Two weeks of the billboards were on construction, and the rest were general pollution prevention recognition.
- STORM made an agreement with [National CineMedia](#) for movie ads reaching over 3.8 Million movie goers.
- STORM made an agreement and significant planning activity with [Environmental Education Exchange](#) and created a middle school educational outreach book to be used in FY17.
- STORM sponsored its third [Statewide Stormwater Summit](#) for engineers, businesses, and municipalities to learn about current stormwater regulatory issues. This summit was a cooperative effort of STORM members, and with the assistance from ADOT, PAG, and other statewide stormwater representatives, over 135 attendees, held the most successful summit yet. The topics covered included Construction, Industrial, and Municipal compliance concerns.
- STORM held 12 monthly meetings, and produced 52 educational news announcements via email to its members and interested public to encourage networking, provide important information, and to keep the community aware of current stormwater related concerns.

STORM endeavors to be the premier source for Stormwater Outreach activity for the region, and wishes to thank each municipality for your continued support,

FY17 STORM Chair,
Robert van den Akker

One of the foundations of SUSTAINABILITY is caring for the environment.

STORM espouses the idea of sustainability through the message of pollution prevention by encouraging citizens to change their behavior and create an environment that people will want to be in.



STORM FY16 Annual Report

A Not-for-Profit Organization

STORM was founded by a collaborative action of Phoenix valley municipalities in 2002 in response to federal regulations requiring certain municipalities to implement measures to educate the public on the protection of stormwater runoff quality. In December 2005, STORM filed for not-for-profit status with the Arizona Corporation Commission. The trade names “STormwater Outreach for Regional Municipalities (STORM)” and “STORM” were filed with the Secretary of State. STORM officially became a not-for-profit charitable organization in February 2006. This status allowed STORM to operate as a charitable organization, and enables tax deductible contributions to promote stormwater pollution prevention. STORM’s original Operations Plan was modified and incorporated into By-Laws in February 2007, and further modifications were adopted at the annual corporation meeting in June of 2008.

STORM Membership

The STormwater Outreach for Regional Municipalities (STORM), is a regional organization promoting Stormwater Pollution Prevention education in and around the greater Phoenix metropolitan area. In Fiscal Year 2016 (FY16) STORM consisted of 26 members including:

- | | |
|--|---------------------|
| 1. ADOT (Arizona Department of Transportation) | 13. Guadalupe |
| 2. Apache Junction | 14. Litchfield Park |
| 3. Avondale | 15. Luke AFB |
| 4. Buckeye | 16. Maricopa County |
| 5. Casa Grande | 17. Mesa |
| 6. Chandler | 18. Paradise Valley |
| 7. El Mirage | 19. Peoria |
| 8. FCDMC (Flood Control District of Maricopa County) | 20. Phoenix |
| 9. Fountain Hills | 21. Pinal County |
| 10. Gilbert | 22. Queen Creek |
| 11. Glendale | 23. Scottsdale |
| 12. Goodyear | 24. Surprise |
| | 25. Tempe |
| | 26. Tolleson |

STORM recognizes two categories of membership: municipal and affiliate members.

Municipal membership is open to Municipal Separate Storm Sewer System (MS4) operators required by the Arizona Department of Environmental Quality (ADEQ) to have an Arizona Pollutant Discharge Elimination System (AZPDES) municipal stormwater permit. To effectively reach residents and create a

regional message, municipal membership in STORM is limited to MS4 operators within the greater Phoenix metropolitan area.

Affiliate membership is open to jurisdictions and organizations that are not MS4 operators, or are not located in the greater Phoenix metropolitan area. The organization is governed by the municipal members, and as such, affiliate members are not allowed to vote on formal decisions made by the organization, but are strongly encouraged to actively participate in monthly meetings and take part in activities/events sponsored by STORM; STORM members must vote to include affiliate members.

Monthly Meetings

STORM meets monthly to make decisions, strategize, and collaborate on methods to educate the public about stormwater quality and stormwater program requirements. Meeting minutes are posted on STORM's website under the "[Meetings](#)" section of the page, linked here:

<http://www.azstorm.org/about-us/meetings>

The meetings occur on the fourth Tuesday of each month at the Flood Control District of Maricopa County at 2801 West Durango, Phoenix, Arizona. STORM does not meet during the month of December due to Holiday conflicts and vacation scheduling.

The meetings are open to the public, and representatives from MS4s throughout Arizona are welcome to participate and access resources and information generated by STORM.

Management Board

STORM elects a management board annually to help organize and guide operations. The FY16 board consisted of five members elected by consensus of the municipal members for a fiscal year term: Chair, Co-Chair, Fiscal Agent, Secretary, and Director-at-Large. During FY16, STORM Board Members were:

- **Chair:** John Cummings, City of Phoenix
The Chair is responsible for facilitating all STORM meetings and acting as the lead informational point of contact for the STORM organization.
- **Co-chair:** Drew Bryck, City of Avondale
The Co-Chair assists the Chair as needed in facilitating STORM meetings and disseminating information about the organization.
- **Fiscal Agent:** Ramona Simpson, Town of Queen Creek
The Fiscal Agent is responsible for providing and coordinating the collection and management of fees, other revenue and expenditures for the STORM organization.

- **Secretary:** Robert van den Akker, City of Buckeye,
The Secretary is responsible for creating and distributing monthly meeting agendas, meeting notes, and distribution of news to the members.
- **Director-at-Large:** Justin Bern, Scottsdale, 2015, Tempe, 2016.
The Director-at-Large may assist Board members as needed and provides a fifth vote to prevent ties during a vote by the Board members.

Fees

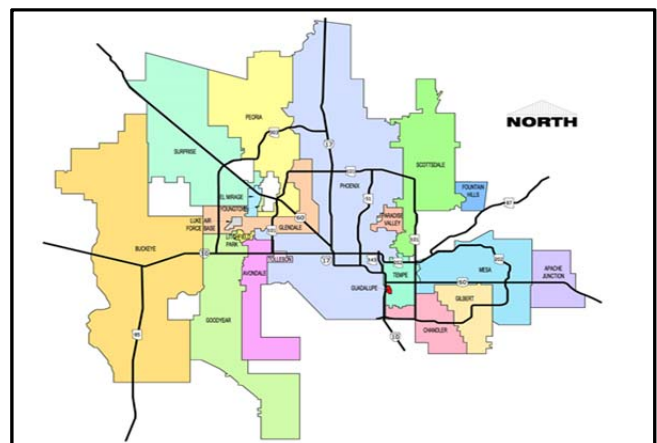
The annual membership fee for municipal members is based on population from the 2010 Census, and a flat fee was established for affiliate members:

2010 Census Population	Annual Membership Fee
0 – 25,000	\$1,000
25, 001 – 50, 000	\$1,500
50, 001 – 100,000	\$2,000
100,001 – 250,000	\$2,500
Greater than 250,000	\$5,000
Affiliate Members	\$1,000

During fiscal year 2016, participating municipalities and affiliates generated \$55,000 through membership fees. Additionally, active members provided significant contributions to the organization including: staff time, contract negotiation, product research, administrative assistance, writing and artistic input. Without overhead or minimal administrative costs, funds are almost exclusively used for program implementation activities. A FY16 financial summary is provided in Attachment A.

Outreach Area

During FY16, the 26 STORM members included six Phase I MS4s, nineteen Phase II MS4s and one Affiliate Member. From Peoria to Casa Grande, and from Buckeye to Apache Junction and beyond, these members have promoted stormwater pollution prevention to a very large area that includes significant portions of Maricopa County and Pinal County with a focus on the municipal areas outlined in the adjacent figure. Additional information on membership requirements is detailed in the STORM bylaws.



Why Become a Member?

STORM has historically encouraged a perspective of regional collaboration to improve public outreach and education. Members meet monthly to discuss ideas, gather information, and share results of stormwater management tools, techniques, programs, and initiatives. The benefits of this collaborative effort include:

- Increased public awareness of the impacts of stormwater pollution
- Shared information and experiences
- Pooled financial resources
- Protection of the environment, and
- Improved quality of life.

These ideas coincide with the regional outreach activity idea espoused by Joseph Salvato, a leader in environmental planning, who wrote in ENVIRONMENTAL ENGINEERING FIFTH EDITION, 2003.

"Local governments normally do not have jurisdiction and resources to plan and budget for an entire region. The key to the solution of regional problems is to create a spirit of intermunicipal cooperation that sets aside the unreasonable exercise of local prerogatives and instead provides a sense of team work to work toward establishment of an area wide organization that can investigate, plan, and act on an area wide basis.

Communities may realize a great economic benefit from their STORM membership investment. For a relatively small contribution, members receive a significant return in public outreach and education, and collective work and coordination of the group provides much more impact than a municipality would have obtained working independently. Based on the 2010 Census, approximately 3.8 million of the state's 6.4 million residents live in the greater Phoenix metropolitan area, providing a diverse audience for education efforts.

Membership in STORM also provides increased buying power that helps achieve bulk pricing on promotional items. The ability to cooperatively apply for grants and other financial assistance helps further the common goal of public education to reduce surface water pollutants and ultimately improve water quality at a regional level. Additionally, participation with STORM allows for increased information sharing and networking among permit coordinators, allowing for an increased understanding in permit compliance.

Key Accomplishments

The success of STORM is based on the synergy of resources, ideas, and talent to produce regional education and outreach. The accomplishments of this collaborative effort include:

STORM Bylaws

The Bylaws of STORM have been created to allow for affiliate membership and sponsors for the organization. This allows STORM to actively pursue funding outside of the municipal membership while having developed specific guidelines for affiliate members and sponsors to follow. The Bylaws have been posted on STORM's website since FY08.

MEDIA CAMPAIGNS

STORM Slogan: "Only Rain in the Storm Drain"

STORM member agencies continued to express the consistent regional message of "Only Rain in the Storm Drain." Members believe this slogan is easily understood and clearly communicates the basic message of keeping pollutants out of the storm drain system. This message was communicated through the STORM website, brochures, display boards, and promotional items. Additionally, STORM has collaborated and sponsored the Maricopa County Environmental Services Department (MCESD) in an ongoing initiative to reach K – 8 school age children that started in 2014. The slogan for the MCESD outreach activity is: "Make Clean Storm Drains Happen," and uses the Sonoran Salamander cartoon character as their mascot. Storm has not officially adopted this slogan, or mascot, but is happy to participate in likeminded outreach activities in the region.

STORM Web Site

STORM's web site, www.azstorm.org, promotes stormwater pollution prevention. It provides residents with direct links to their specific communities so they can receive individualized information and provides summaries of stormwater regulations. Frequently updated with relevant information and news, the STORM website continues to be maintained to match modern technology of handheld device use. STORM has an ongoing agreement with a consultant as well as domain ownership to keep the page active and updated for a cost of \$681 for this year. Members provide individual municipal information, and update the online calendar to share dates of educational events throughout the year. An analytical summary of the web site activity during FY16 is included below, and a picture of the homepage may be seen in Appendix B.

Additionally, the STORM website is referenced by similar groups nationwide as we provide outreach information that is applicable to all ages and various regions.

Highlights of AZSTORM.org activity

Unique users: 2,800

Average time per session: 2 min 31 sec

Number of total sessions: 3,900

Number of total pages viewed: 10,436

Male viewers: 56%

Female viewers: 43%

Average age of viewer: 25-45

Windows desktop: 1,900 sessions

Mac: 600 users

Mobile devices: 500 users

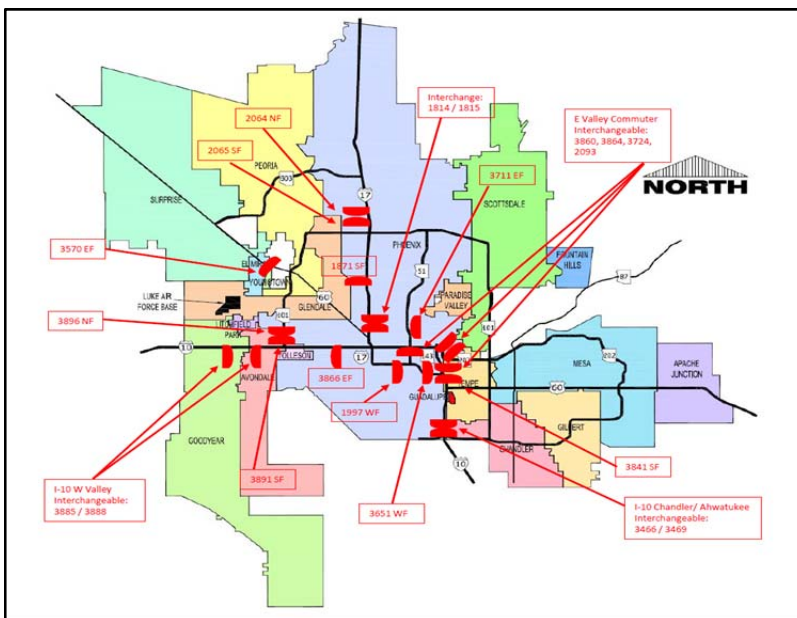
Mobile iOS: 48%

Mobile Android: 52%

Linux: 100 users

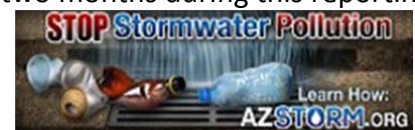
Peak use days: Weekdays

Peak use time: Tue and Wed at 12:30



Billboard Initiative

One of the purposes of STORM is to make as much of an impact on the public as possible. With this in mind, STORM ran a billboard campaign to direct people to think about pollution and to think about linking to the website for more information. This campaign ran for two months during this reporting year, and



included a large number of digital billboards located along major transportation routes of the region. The billboards for this fiscal year ran from July 1 – August 23 (53 days), and included information on pollution prevention and construction. The website was updated concurrently with the billboard messages for a charge of \$28,140.

Clear Channel analysis includes the audience delivery impressions on 22 panels including 20 digital panels and 2 static panels. The total delivery for the month July and August was approximately 30,213,425 impressions (adult 18+).

Facebook

STORM has been attempting to obtain impact using social media outlets. Social media impact is typically obtained and measured through Reach, Organic Reach, and Engagement Rate.

- Reach is the number of people who have seen a post
- Organic reach is the total number of unique people who were shown a post
- Engagement rate is the percentage of people who saw a post that liked, shared, clicked or commented on it.

STORM took the Facebook posting activity on as a subcommittee action, to perform and maintain the Facebook page during FY16. There were 160 posts placed on our Facebook page, with a total reach of 2188 viewers. There was no direct cost to STORM for this activity, and the total Impact Reach, Organic Reach, and Engagement Rate obtained still remains low. STORM members remain persistent with this effort in the hope that it will grow over time.

Statistics on this activity may be seen in appendix B.

Movie Theater Campaign

STORM hired Scott Strubbe of NATIONAL CINEMEDIA to run the ad. This ad ran for three months starting in November, including the Star Wars The Force Awakens opening in December, and running through February. This coincided with the winter rainy season and reached approximately 3.8 Million viewers. The ad ran in 9 theaters with a total of 158 screens, and cost \$15,453. It included the following theaters:

Theater (# of screens)	City
Ahwatukee (24)	Phoenix
Arizona Center (24)	Phoenix
Center Point (11)	Tempe
Cinemark (16)	Mesa
Deer Valley (17)	Phoenix
Desert Ridge (18)	Phoenix
Esplanade (14)	Phoenix
Mesa Grande (14)	Mesa
Westgate (20)	Glendale

Below are screen shots from the ad:



Public Service Announcement Movie Theater Ad

Additionally, STORM was able to provide an ad in Harkins theaters at no charge to the organization. Because the ad ran for as a public service announcement, demographics and impressions was not

available; however, when compared to the paid ad, it is estimated that the number of people reached was approximately 1 million viewers. The static presentation of this ad is below:



Bear Essential News (BEN)

STORM has made significant strides to perform outreach to the child market with the idea that impacting children will impact a family's decision making processes. To implement this idea, STORM continued to sponsor the K-8 outreach class activities of the Maricopa County ESD Stormwater Quality Program offered throughout the county, and paid for multiple ads in the regional student educational newspaper. The audience for this media ad was parents and children in the greater Phoenix area. STORM paid for 6 ads this year, as well as a carryover of 4 ads printed during this fiscal year, but paid in the previous fiscal year.

Distributed to 375 elementary and middle schools each month, the BEN newspaper goes out to the following districts: Creighton, Deer Valley, Madison, Paradise Valley, Roosevelt, Scottsdale, Washington, Chandler, Gilbert, Higley, Mesa, Queen Creek, Tempe, Alhambra, Avondale, Cartwright, Dysart, Glendale, Litchfield, Pendergast, Peoria, Phoenix, plus additional charter and private schools. Half-page, color ads ran on December 2015, January 2016, February 2016, March 2016, April 2016, May 2016 (May issue included a bump up to Full page and included a main feature on Water Conservation). The total cost was \$6,500 with a reach of 110,000 newspapers per month, for 700,000* estimated views.

Additional outreach: The Bear Essential News website also featured a STORM tile ad on Bear Teacher Resource Tab with a total of 80 hits, and a BEN Email Promotion to 4,500 kids, teachers, parents, and businesses on exclusive BEN lists received two email blasts.

* Bear has always been very conservative on the estimated number of impressions. The standard print model is 3.3 impressions per copy; however, to be conservative, BEN generally uses the circulation number because it is so high. The average outreach numbers for circulation include:

A monthly edition of Bear Essential News has a less than 4% return, which is very good. Over 73%** of the papers that go home with the kids were looked at by parents as well. So, if with 115,000 directly in the hands of kids and an additional 85,000 pass through to parents—we reach 200,000 people every month, and this does not include the teachers who also read this paper!

** determined by a 2009 audit

OUTREACH EVENTS

Between all of the member municipalities, there were a total of 231 events (17 less than in FY15), 38,105 promotional items and brochures distributed (23,074 more items than in FY15), and 56,8120 attendees to events with 24,839 people directly contacted with the stormwater pollution prevention message (14,113 more direct contacts with people than in FY15). An online reporting entry form was used by all members to document the use of STORM display boards and promotional items. The member’s reporting spreadsheet is provided in Attachment C.



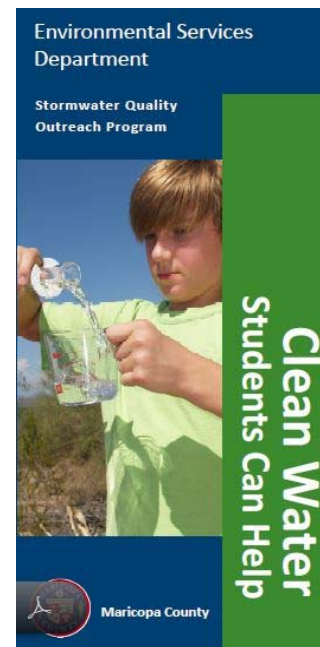
K – 8 Classroom Activities

Maricopa County Environmental Services Department, Stormwater Quality Program, created an outreach program to children throughout Maricopa County in 2014. This year, the program performed 87 workshops in grades K – 8, having direct contact with 7,691 students (3,986 more students than in FY15) using interactive, hands on presentations. A [list](#) of the classes may

be seen on the Maricopa County website, and include the following:

1. Adventures with Sam the Salamander - Grade K
2. Be Watershed Wise - Grades 1-2
3. Keeping it Clean - Grades 3-4
4. The Peril of Impervious Surfaces - Grades 5-6
5. Water Detectives - Grades 7-8

STORM is proud to have taken part in supporting the Maricopa County Environmental Services Department educational outreach activity. Maricopa County has earned the [2016 National Association of Counties award](#) for its School Outreach Program. Since 2012, the MC Environmental Services Department has been re-working their outreach program. In 2014, they incorporated a mascot, [Sam the Salamander](#), a slogan, *Make Clean Storm Drains Happen*, and a multi-grade [educational lesson](#) program to ramp up the school age stormwater education. The program outperformed



permit requirements for classroom training, and owes some of its success to alignment with the Arizona Science State Standard, which was achieved by seamlessly meshing stormwater lessons with grade specific school curriculums. This approach has created a unique learning atmosphere for k-8 students. Program success has been measured by the rise in teacher class requests and the surge of school age children trained.

Display Boards

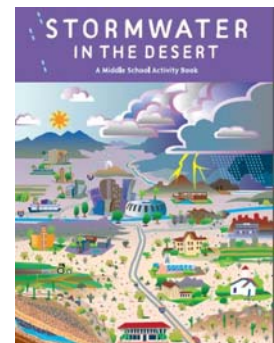
Display boards for use at community outreach events have been previously developed illustrating the difference between sanitary sewer systems and storm drain systems and provide information on ways residents can limit adding pollutants to stormwater. These display boards are available for use by STORM members at local events. In FY 2013, STORM spent \$2,528.81 on two new sets of vertical display boards. More from the display boards can be seen in Attachment B.



Promotional Items

Various promotional items have been previously developed with STORM’s logo, website address, and/or stormwater related slogans. These items are made available to members to distribute at local events. STORM spent \$16,127 on promotional items. Additionally, STORM had promotional items left over from previous years that were also used during this fiscal year. The following items were purchased and distributed to members this year:

1. **Magnet word-scramble** – STORM is continuously experimenting with outreach efforts and promotional items in an attempt to gain citizens attention with the stormwater pollution prevention message. This year it purchased refrigerator magnet word scramble pads with stormwater related messages and words. 745 were handed out this year.
2. **Grocery Bags** – A reusable grocery bag or “sack bag” with the stormwater pollution prevention message was handed out at events. STORM worked collaboratively with the [Heal Our Waterways Program of Wilmington NC Stormwater Services](#) to create this bag, and 1,576 bags were handed out this year.
3. **STORMWATER IN THE DESERT** – STORM collaborated with the [Environmental Education Exchange](#) to develop a grade 6-8 activity book. STORM spent \$12,100 in its development with the hope to share the



book with the region and promote outreach to the middle school age group in FY17.

4. **Other items STORM members use:** STORM Frisbees, brochures, drawstring packs, jar openers, color changing cups, Magnetic note pads, color changing pencils, and bags on board.

Printed Materials

1. STORM had a brochure professionally printed during FY13. STORM continues to use brochures purchased in previous years.
2. STORM developed a construction brochure with tips for preventing stormwater pollution associated with construction projects during FY 2010. These were still being distributed to residents during FY16.

Radio Campaigns

STORM did not conduct a radio ad campaign during FY16.

Sponsored Activities

STORM held another Statewide Stormwater Summit, having initiated the summit in 2013, hosting another in 2014, and the current summit in 2016.

Held in the Phoenix ADOT offices, this summit had a three session approach, offering information to engineers, construction contractors, and to the MS4 community. Presenters included members from the MS4 community, local engineering firms, and representatives from ADEQ.

This event, on May 3, 2016, had 135 attendees, and was operated by a subcommittee of STORM, included joint

sponsorship with PAG, and committee members from outside of the Phoenix region.



The flyer for the Arizona Stormwater Summit features a large graphic of the state of Arizona with the letters 'AZ' and 'STORMWATER SUMMIT' overlaid. To the right, the event details are listed: Date (Tuesday, May 3, 2016), Time (Details to Follow), Location (ADOT, 1130 North 22nd Ave, Phoenix, 85009), Sessions (Construction and Industrial (A.M.), Municipal (P.M.)), Purpose (Provide stormwater resources for construction, industrial, and municipal stormwater programs), Who should attend (Professionals implementing stormwater permits including managers, consultants, inspectors & staff), Register (www.azstorm.org), Sponsored (Stormwater Outreach for Regional Municipalities, Pima Association of Governments, Stormwater Management Working Group), and Lunch (Brown Bag lunch provided). A 'SAVE THE DATE' stamp is in the top right corner. At the bottom, logos for sponsors (STORM, PAG) and planning committee members (ADOT, City of Phoenix, etc.) are displayed.

SHARED RESOURCES

Benefits of this collaborative and clearly focused effort include shared resources. Such resources include the following:

- **Maricopa County Water Runoff Models:** The City of Chandler and Maricopa County has offered STORM members the use of this model for demonstrating how to prevent pollutants from entering the stormwater system.

- **City of Phoenix’s Storm Drain Marker Template:** The City of Phoenix had previously developed a template of a storm drain marker created for use on their catch basins and has shared this template with STORM members, minimizing the cost of producing these markers to other members. During FY 2007, Phoenix re-established a contract with a local foundry to produce these markers and all members were invited to utilize the negotiated pricing structure.
- **City of Phoenix Storm Drain Study:** The City of Phoenix conducts an annual poll of Valley residents to assess residents’ knowledge of storm drain pollution. This study, and the potential to add specific questions, assists STORM in targeting particular audiences or determining success in outreach efforts.
- **Storm Drain Dan Coloring Books:** The City of Phoenix previously developed three books related to preventing stormwater pollution. These are posted on STORM’s website and are available for production to STORM members.
- **Maricopa County Annual Stormwater Poster Contest:** The Maricopa County Environmental Services Department Stormwater Quality Program has conducted an annual stormwater poster contest. Pollution awareness education is provided in schools and student poster creations are scheduled to be used throughout the next fiscal year on the STORM Facebook page.
- **Maricopa County Survey Data:** Beginning in FY 2009, the results of the survey are used to structure future outreach efforts and educational programs. The purpose of the survey was to monitor County residents’ awareness of stormwater pollution. More specifically, the study focused on the following areas:
 - Effectiveness of the County’s public outreach campaign
 - Attitudes about threats posed by stormwater pollution
 - Knowledge of contributors to stormwater pollution
 - Personal practices of waste disposal
 - The results of the survey, presented below, will be used to direct the public outreach and education efforts of the Stormwater Program
 - Summary of Findings
 - Approximately 59% of respondents recalled reading, hearing, or seeing messages about stormwater pollution
 - Only 9% thought stormwater runoff lead to a sanitary sewer that leads to a treatment plant.
 - 77.3% do not always pick after their dog and dispose of it in the trash
 - 59.1% wash their vehicle at home on the concrete driveway
 - 22.7% of respondents felt that pet waste posed minimal or no threat
 - The best way to supply information was tied between the Maricopa County website, live presentations, and Informational brochures at public events.
 - 36.4% of respondents thought construction activities, grey water, and herbicides/pesticides were a serious threat.

- **Vendor Information:** Stormwater product vendors may present a 30 to 60 minute informational session to the STORM members. This allows members with product knowledge to share their experiences with members that may be interested in a particular product. STORM held a number of vendor presentations. These may be seen in the FY16 meeting minutes posted on the STORM website.

Awards and Recognition

STORM is the first regional stormwater public education and outreach organization in Arizona. The collaborative, voluntary, and highly organized approach to disseminating information and resources to residents throughout the greater Phoenix metropolitan area has provided a distinctive and effective means to reduce stormwater pollution while maximizing the benefit of shared resources.

Previously, STORM had been nominated for the following awards/recognition:

- Valley Forward's Environmental Excellence Award in the category of Environmental Education/Communication - Public Sector. This award recognizes outstanding contributions to the sustainability of the Valley communities.
- Maricopa Association of Governments' Desert Peak Award. An award that recognizes people, projects, and partnerships that have demonstrated a commitment to regionalism.

During FY16, a STORM sponsored program, the Maricopa County Environmental Services K-8 Youth Education program, was nominated and won the NACo award for Educational Outreach to Youth. It is the interaction and collaborative effort of its members that makes the region great, and STORM is proud to be a part of it.

Attachment A – FY2016 Financial Summary

Membership FY 2015, July 1, 2014 - June 30, 2015	Membership Fees FY 2015
ADOT	\$1,000
Apache Junction	\$1,500
Avondale	\$2,000
Buckeye	\$2,000
Chandler	\$2,500
El Mirage	\$1,500
Fountain Hills	\$1,000
Gilbert	\$2,500
Glendale	\$2,500
Goodyear	\$2,000
Guadalupe	\$1,000
Litchfield Park	\$1,000
Luke AFB	\$1,000
Maricopa County	\$5,000
Mesa	\$5,000
Paradise Valley	\$1,000
Peoria	\$2,500
Phoenix	\$5,000
Pinal County	\$5,000
Queen Creek	\$1,500
Scottsdale	\$2,500
Surprise	\$2,500
Tempe	\$2,500
Tolleson	\$1,000
Total Revenue	\$55,000
Expenses	
Administrative	\$1,134
Educational book	\$12,100
Website	\$681
Printing	\$264
Promotional/Educational Items	\$16,127
PSA - Movie Theatre Campaign	\$15,453
Seminars and Workshops	\$2,139
Social Media	\$0
Bear Essential News	\$6,500
Brochures	\$0
Billboards	\$28,140
Total Expenses	\$83,037
Total Assets	\$98,667
Ending Balance	\$15,630

Attachment B - Banners, Web Page and Social Media, and BEN

Example of STORM Banner



Web Page

Home Page for AZSTORM.org

STORM
Only rain in the stormdrain

Select Language [v]
Powered by Google Translate

Home | FAQs | What Can I Do? | Education | PSAs | Permits | About Us | For Members

Radio PSAs

Radio Public Service Announcement Campaign...

[READ MORE](#)

STormwater Outreach for Regional Municipalities (STORM)

STORM is a regional organization promoting stormwater quality education within the greater Phoenix metropolitan area. STORM uses a multimedia approach targeting audiences through radio, television, special events, and providing permit information to the general public and the regulated community.

Latest News

2016 National Association of Counties Award

STORM is proud to announce that Maricopa County Environmental Services Department has earned the 2016 National Association of Counties award for its School Outreach Program. Since 2012, the MC Environmental Services Department has been re-working their outreach program. In 2014, they incorporated a mascot, Sam the Salamander, a slogan, *Make Clean Storm Drains Happen*, and a multi-grade educational lesson program to ramp up the school age stormwater education. The program outperformed permit requirements for classroom training, and owes some of its success to alignment with the Arizona Science State Standard, which was achieved by seamlessly meshing stormwater lessons with grade specific school curriculums. This approach has created a unique learning atmosphere for K-8 students. Program success has been measured by the rise in teacher class requests and the surge of school age children trained.

For more information on Maricopa County's Stormwater Program, please E-mail us at mcesd.sw@mail.maricopa.gov or call (602) 506-5557.

AZ Stormwater Summit 2016

[>> Missed the AZ Stormwater Summit 2016? Find the presentations here](#)

Arizona Stormwater Summit

Date: Tuesday, May 3, 2016
Time: Details to Follow
Location: ADOT
1130 North 23rd Av. Phoenix, 85009
Sessions: Construction and Industrial (AM)
Municipal (PM)
Purpose: Provide stormwater resources for construction, industrial, and municipal stormwater programs
Who should attend: Professionals implementing stormwater permits including managers, consultants, inspectors & staff
Register: www.azstorms.org
Sponsored: Stormwater Outreach for Regional Municipalities
Palm Association of Governments
Stormwater Management Working Group
Lunch: Brown Bag lunch provided.

SAVE THE DATE

Sponsors: STORM, PGC, ADOT, City of Phoenix, PIMA COUNTY, XIMAR, R.I.T.K., NATIONAL WATER

[VIEW FLYER](#)

Events

Tres Rios Nature Festival
03/05/16 9am - 3pm

Tres Rios Nature Festival
03/05/16 9am - 3pm

AZ Stormwater Summit 2016
05/03/16

Glendale's Surviving the Summer Festival
Fountain Park 67851 N. Sunset Blvd, Glendale
06/03/16

[VIEW CALENDAR](#)

Search...

You and 2 other friends like this

STORM Azstorm - Stormwater Outreach for Regional Municipalities
August 1 at 3:47pm

Do you want June Monsoon to reach your residents? These ads were created by the City of Surprise, for the Stormwater Program. If interested, please send an email to stormwater@surpriseaz.gov and we ask that you mention that these were created by the City of Surprise when you use them in your community.

continued...

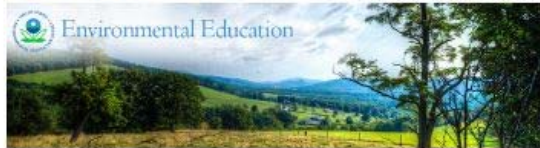
Flash Flooding

Many of you may be aware of the flash flooding that hit US89A between Marble Canyon and House Rock Valley on August 9th. The rain total was between 1.3 and 1.7 inches in 15-20 minutes and is an estimated 200 year event. The really large (trailer-size) boulders in some of the photos were washed down to the culverts from House Rock Valley which is about 1.5 miles upstream. Some of these were actually pushed up onto the road surface when they met the culverts.

Source: David Zimmerman, ADOT Historic Preservation



Clear Protection for Clean Water



Today, in an historic step for the protection of clean water, EPA and the U.S. Army finalized a rule under the Clean Water Act to more clearly protect the streams and wetlands that form the foundation of the nation's water resources.

Clean water and water ecology are topics of special interest to many environmental educators. Students of all ages understand the importance of clean water in their own lives. Local watersheds provide opportunities to connect students to nature.

Learn more about protecting clean water with these resources:

Visit the website.

Use social media, new videos and graphics to spark your students' interest.

Explore an interactive map on local drinking water.

Find more water education resources for your classroom.



STORM Flyer - May 2015

Please keep our communities clean. Follow these tips to prevent debris and pollutants from entering our storm drains:

[VIEW FLYER](#)

Arizona Statewide MS4 Summit

Stay tuned for the FY16 summit information.



Washing Your Vehicle

Detergents, cleaners, and solvents used while washing your vehicle can cause stormwater pollution...

[Learn More](#)



Vehicle Maintenance

For do-it-yourselfers, performing car maintenance at your home is a good way to keep busy and save money...

[Learn More](#)



Construction Permits

Stormwater discharges associated with construction activities can cause physical, chemical, and biological...

[Learn More](#)

Contacts

General contact email: storm.arizona@gmail.com.

To contact a member or report a problem within your community, click on the appropriate link below:

- [Apache Junction](#)
- [Arizona Department of Transportation \(ADOT\)](#)
- [Avondale](#)
- [Buckeye](#)
- [Chandler](#)
- [El Mirage](#)
- [Flood Control District of Maricopa County](#)
- [Fountain Hills](#)
- [Gilbert](#)
- [Glendale](#)
- [Goodyear](#)
- [Guadalupe](#)
- [Litchfield Park](#)
- [Luke Air Force Base](#)
- [Maricopa County](#)
- [Mesa](#)
- [Paradise Valley](#)
- [Peoria](#)
- [Phoenix](#)
- [Pinal County](#)
- [Scottsdale](#)
- [Surprise](#)
- [Tempe](#)
- [Tolleson](#)

Facebook post analysis

160 posts between July 1 2015 and June 30th, 2016

201 page Likes

Demographics: Women: 60% Men: 30%

Language: English (US): 604 Spanish: 15 Other: 1

Highest level of engagement 65% on 01/07/2016 the topic was on steering clear of Filled Retention Basins




Highest Reach of viewers

Date	Reach of Viewers	Topic
08/07/2015	357	Sanitary Sewer and Storm Sewer differences
01/07/2016	445	Retention Basins aren't for swimming
03/22/2016	521	Doggity Do Game –educational toy on picking up pet waste
05/23/2016	331	Clogged Storm Drains
06/15/2016	534	First Flush-Rainstorm information

City	People Reached
Phoenix, AZ	139
Mesa, AZ	31
Surprise, AZ	28
Peoria, AZ	21
Tempe, AZ	20
Gilbert, AZ	18
Scottsdale, AZ	16
Chandler, AZ	13
Tucson, AZ	12
Chaparral, AZ	10

Bear Essential News ads

BEN ad - August 2015

Think of a slogan, like    for the Billboard Below


to Help Spread the Word About Stormwater Pollution Prevention.

Common Stormwater Pollutants

- Grass Clippings
- Bug Spray
- Weed Killer
- Motor Oil
- Dog Waste
- Fertilizer


In the Valley Metro area, stormwater does NOT go to a treatment plant before entering our recreational or drinking waters. It travels by drains, streets, gutters, curbs, and open channels directly to our parks, washes, canal, lakes, and rivers.

Our STORM billboards were up this summer. Did you spot one? They helped educate us about keeping pollution out of the storm drains.




Attn: Educators — Maricopa County offers FREE hands-on stormwater workshops to all K-8th grade students within Maricopa County. Find out more at maricopa.gov/StormWater


Ad provided by:



Only rain in the stormdrain
<http://azstorm.org/>

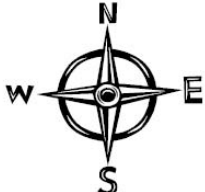


STORM is on Facebook! To connect with Stormwater Outreach for Regional Municipalities, like us on Facebook today!

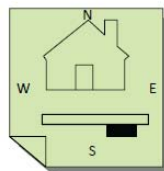


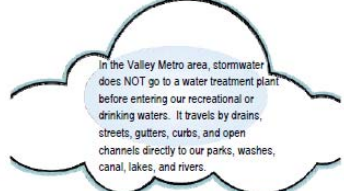
BEN ad - September 2015

Storm Drains & You: Mapping Your Neighborhood Activity




You will need a piece of paper, a pencil, and a compass.






- 1) Along with an adult, use a compass and find which way is north.
- 2) Label your paper: N-north, S-south, E-east, and W-west
- 3) Draw your street
- 4) Draw your sidewalks
- 5) Draw your house & the houses of your neighbors
- 6) Find and draw the storm drains closest to your house. Keep an eye on your storm drain. If your family ever sees somebody putting one of the stormwater pollutants down the storm drain – for example, motor oil or dog waste, please have your mom or dad visit azstorm.org to contact a STORM member to let them know.




Ad provided by:



Only rain in the stormdrain
<http://azstorm.org/>

Attn: Educators — Maricopa County offers FREE hands-on stormwater workshops to all K-8th grade students within Maricopa County. Find out more at maricopa.gov/StormWater



BEN ad - October 2015

Have You Seen A Storm Drain?

In the Valley Metro area, stormwater does NOT go to a water treatment plant before entering our recreational or drinking waters. Anything that enters a storm drain is discharged untreated into our lakes, rivers, washes, and retention basins (parks).

Common Stormwater Pollutants

- Fertilizer
- Motor Oil
- Dog Waste
- Grass Clippings
- Bug Spray
- Weed Killer

Make Clean Storm Drains Happen!
From the Business Tiger Subcommittee

Scupper
Curb & Gutter
Drop Inlet
Curb Inlet

Above are pictures of storm drains and storm drain structures. Did you know storm drains have different names? Draw an arrow from the storm drain structure to its correct name.

Answers: Top left is a Curb Inlet, top right is a drop inlet, bottom left is a scupper, and bottom right is a curb & gutter

Attn: Educators — Maricopa County offers FREE hands-on stormwater workshops to all K-6th grade students within Maricopa County. Find out more at maricopa.gov/stormwater

Ad provided by:

STORM
Only rain in the stormdrain
<http://azstorm.org/>

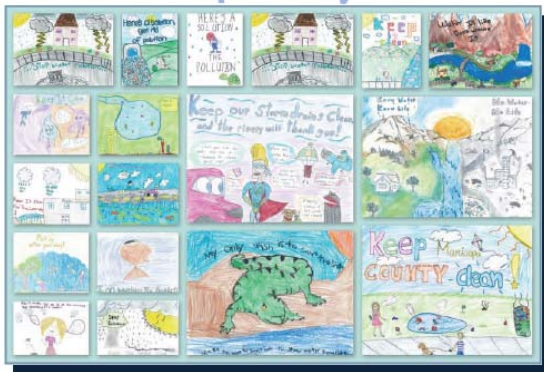
Like us on Facebook

STORM is on Facebook! To connect with Stormwater Outreach for Regional Municipalities, like us on Facebook

ES
Environmental Services Department

BEN ad - November 2015

Enter the Maricopa County 2016 Stormwater Pollution Prevention Poster Contest Today!



2015 Stormwater Pollution Prevention Entries

In the Valley Metro area, stormwater does NOT go to a water treatment plant before entering our recreational or drinking waters. It travels by drains, streets, gutters, curbs, and open channels directly to our parks, washes, canal, lakes, and rivers.

Visit the website, maricopa.gov/stormwater to learn more about stormwater pollution, find out how to enter our annual stormwater pollution prevention poster contest, discover the prizes you can win, and find out the official rules!



This year's theme is "Help Sam Make Clean Storm Drains Happen!"

Attn: Educators — Maricopa County offers FREE hands-on stormwater workshops to all K-6th grade students within Maricopa County. Find out more at maricopa.gov/stormwater

Ad provided by:

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Like us on Facebook

STORM is on Facebook! To connect with Stormwater Outreach for Regional Municipalities, like us on Facebook

ES
Environmental Services Department

We All Live in a Watershed

A watershed is the area of land where all of the water that is under it or drains off goes into the same place.



Watershed image from EPA

The city has lots of hard surfaces like sidewalks and streets where water can't soak through, so that is why there are storm drains in the city. The rainwater travels by drains, streets, gutters, curbs, and open channels directly into our parks, washes, canals, lakes and rivers. In the Valley Metro area, stormwater does NOT go to a treatment plant before entering our recreational or drinking waters.

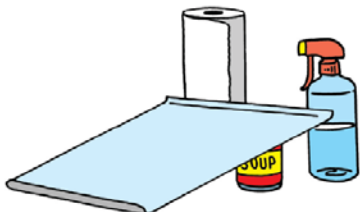
Watershed Experiment (Take Home Activity)


Materials:
Spray Bottle filled with Water, Cookie Sheet, and a Soup Can.


Steps:

- 1)** Make your watershed. Prop your cookie sheet on your can so it looks like the drawing on the right.
- 2)** The cookie sheet will be a city landscape with hard surfaces like sidewalks and streets. The bottom of the cookie sheet will be the river. If you have a storm by spraying the top of the watershed with your spray bottle, do you think the water will stay there, or will it go down to the river?
- 3)** Start your storm by spraying water from your bottle at the top and don't forget to count the number of sprays! What happened to the rainwater? Did it stay on the top of the watershed? What was your number of sprays before the rainwater runoff reached the river?

Extension:
Try the experiment with a paper towel which will act like soil!









Attn: Educators—Maricopa County offers FREE hands-on stormwater workshops to all K-8th grade students within Maricopa County. Find out more at maricopa.gov/StormWater

Ad provided by:



Like us on Facebook

STORM is on Facebook! To connect with Stormwater Outreach for Regional Municipalities, like us on Facebook



Stormwater Pollution Prevention

When it rains, stormwater and pollutants, such as oil, trash, dog waste, and chemicals, travels by drains, streets, gutters, curbs, and open channels directly into basins, parks, canals, washes, and lakes. Stormwater runoff does NOT go to a treatment plant.


On the left are common stormwater pollutants. Match them up to the images on the right that best fits how you should dispose of these pollutants to prevent these items from getting into our waterways.



Hazardous Waste



Litter—An Empty Water Bottle



Leaves & Grass Clippings




Dog Waste



Trash Can



Recycling Bin



Compost




Hazardous Waste Drop-Off Event





Attn: Educators—Maricopa County offers FREE hands-on stormwater workshops to all K-8th grade students within Maricopa County. Find out more at maricopa.gov/StormWater

Ad provided by:



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Answers: Hazardous Waste=Hazardous Waste Drop-Off Event/Empty Water Bottle=Recycling Bin/Leaves & Grass Clipping=Compost/Dog Waste=Trash Can

BEN ad - February 2016

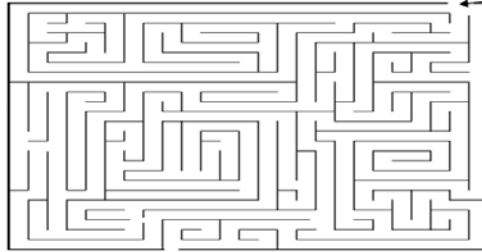
Where Does the Rainwater Go Once It Enters the Storm Drain?



Answer: It will exit directly to our parks, washes, canals, lakes, and rivers. In the Valley Metro area, stormwater does NOT go to a treatment plant before entering our recreational or drinking waters.



END



Rainwater will enter here at the storm drain.



Attn: Educators — Maricopa County offers FREE hands-on stormwater workshops to all K-6th grade students within Maricopa County. Find out more at maricopa.gov/stormwater

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STORM
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<http://azstorm.org/>



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BEN ad - March 2016

Stormwater Words



Sam the Sonoran Tiger Salamander

In the Phoenix Metropolitan Area, stormwater does NOT go to a treatment plant before entering our recreational or drinking waters. It travels by drains, streets, gutters, curbs, and open channels directly to our parks, washes, lakes, and rivers.

Directions: Think of a word for each letter that is connected with stormwater. For example, G = Gutter. If you get stuck, please visit azstorm.org for ideas!

Can you fill in a stormwater word for each letter?

A=	B=	C=	D=	E=
F=	G=	H=	I=	J=
K=	L=	M=	N=	O=
P=	Q=	R=	S=	T=
U=	V=	W=	X=	Y=
Z=				



Attn: Educators — Maricopa County offers FREE hands-on stormwater workshops to all K-6th grade students within Maricopa County. Find out more at maricopa.gov/stormwater

Ad provided by:

STORM
Only rain in the stormdrain
<http://azstorm.org/>



STORM is on Facebook! To connect with Stormwater Outreach for Regional Municipalities, like us on Facebook




BEN ad - April 2016

Become a Weather Watcher!

Visit www.wunderground.com to view a full weekly forecast.
Record the weather for your neighborhood in the table below:

Date	Weather Forecast (sunny, partly cloudy)	Temperature Forecast Daytime Highs & Overnight Lows	% Chance Precipitation (rain)	Actual Weather Observations: Go outside to observe the weather. How accurate was each day's forecast?

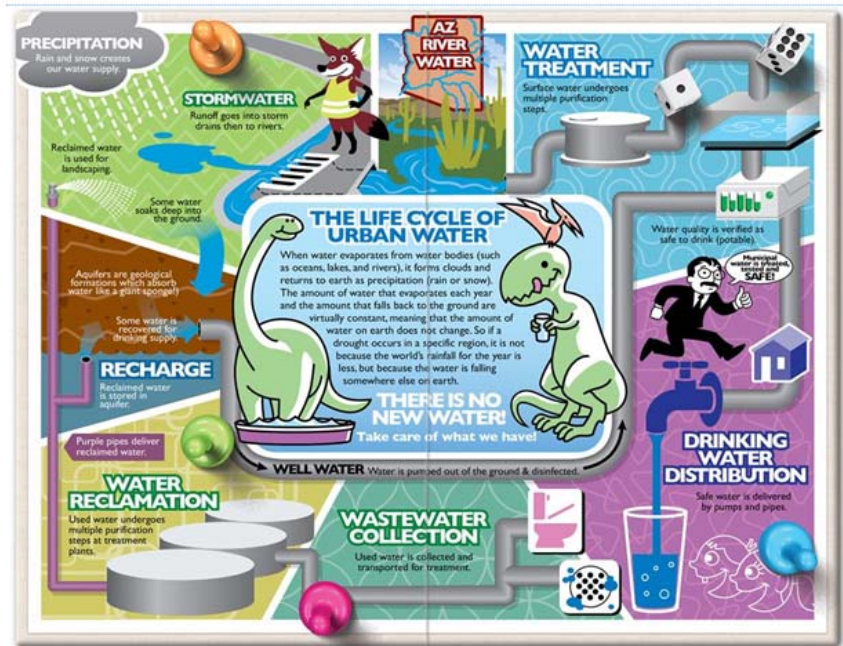


STORM is on Facebook! To connect with Stormwater Outreach for Regional Municipalities, like us on Facebook!

Ad provided by:
STORM
Only rain in the stormdrain
www.azstorm.org

Plants & animals in the Sonoran Desert need clean water. Protect the saguaro cactus, coyote and jackrabbit by keeping the environment clean. Remember to put your trash in a trashcan and pick up after your pet!

BEN ad - May 2016



What happens to the water after it rains? Follow the arrows and pipes and explore the urban water cycle.

Did you know there is no new water? The amount of water on earth does not change, so we need to take care of the water we have! The water we drink today was once in the lakes where the dinosaurs drank and swam. Watch a cool video at <https://youtu.be/KK64DqplvQs>

Use the image above to answer the questions below:

- Reclaimed water is delivered in the _____ pipe.
- Used water is collected and transported for _____.
- Stormwater runoff goes into _____, then to rivers.
- Aquifers absorb water like a giant _____.

The Life Cycle of Urban Water diagram was created by Mike Iverson, City of Peoria Arizona working with the Environmental Resources team. Initially used in the City's 2015 Water Quality Report, it also appeared as the centerfold of Peoria's 2016 Sustain & Gain. Visit www.peoriaaz.gov

Ad provided by:
STORM
Only rain in the stormdrain
<http://www.azstorm.org>

STORM is on Facebook! To connect with Stormwater Outreach for Regional Municipalities, like us on Facebook today!

Answers: 1=Purple 2=Treatment, 3=Storm Drains, 4=Sponge



PLANET PATROL

Reports on the environment and ways kids can help to keep this planet healthy & safe.

Only YOU Can Prevent Stormwater Pollution

It's that time of the year again! Monsoon season is upon us, but as much as we love the rain, it can cause a lot of pollution if we don't clean up after ourselves properly. Monsoon rains come down hard and fast, washing away any trash, debris and chemicals along the way. The stormwater carries all of this stuff into storm drains, which empty out into lakes, washes, parks and canals in our community.

There are lots of items in our own yards that can cause pollution. Chemicals like pesticides and motor oils can have a negative impact on our ecosystem. Pet waste introduces dangerous bacteria to the environment, and trash bothers wildlife and makes our city look ugly. Yard debris like grass clippings and leaves can also clog drains and cause flooding. If you know it's going to rain, take five minutes to clean up your yard as best as you can. Tell your parents not to spray pesticides or fertilizers during monsoon season, and have them check the car for any leaks. If everyone did this at their house, we could prevent a lot of pollution!



Water Pollution Challenge

Find and circle the five things that could pollute the water run-off during a rainstorm.

Look for:

- a plastic bag
- pesticides
- motor oil
- leaves
- pet waste

Did you know?

Over 30% of pollutants in our nation's waters come from stormwater runoff.

Teacher Resources:
Maricopa County offers free stormwater workshops for K-8 students!
Visit the education/outreach link at <http://www.maricopa.gov/stormwater> for more information or to schedule your free workshop today!

For more information about **What You Can Do** to prevent pollution at your home, check out AZSTORM.org

Attachment C –Outreach Reporting Form for FY16

Date	Type of Activity	Municipality performing activity	Location of event	Total staff hours	Number of Event Attendees	Number of Direct Contacts	STORM Brochure	STORM Wristband	STORM Bags on Board	STORM Magnet clip	STORM Slap Bracelet	STORM Cup	STORM Frisbee	STORM Pencil	STORM Sack Bag	STORM Jar Opener	STORM Banner	STORM Magnet	STORM Activity Book	Total STORM Material
2/20/2016	Event	Apache Junction	575 E. Baseline Ave. Apache Junction, AZ 85119/ Apache Junction Public Works Department	40	353	353	300	0	300	0	0	0	0	300	0	0	0	0	0	900
4/28/2016	Event	Apache Junction	3015 N. Idaho Rd. Apache Junction, AZ 85119/ Prospector Park	100	390	390	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12/07/15	Workshop	Avondale	Test	Test	Test	0	0	10	0	0	0	0	0	0	0	0	0	0	0	0
06/08/2016	Event	Avondale	Avondale City Hall - West Valley HOA Summit	5	50	30	0	0	17	0	0	0	0	0	15	0	0	0	0	0
4/25/2016	Event	Avondale	The Avondale Fiesta - Western Avenue Historic District	5	200	30	30	0	0	0	0	0	0	0	0	0	0	0	0	30
6/13/16	Event	Avondale	Care 1st Energy and Water Resource Fair	3	20	20	20	0	0	0	0	0	0	0	0	0	0	0	0	20
4/8/15	Event	Avondale	Kid Fest - Friendship Park	20	2000	250	250	0	75	0	0	0	0	0	0	0	0	0	0	325
10/10/2015	Event	Buckeye	530 E Monroe Ave	11	800	150	0	0	75	0	0	0	0	0	0	100	0	0	0	0
10/21/2015	Event	Buckeye	Tartesso Elementary School HOA meeting, Buckeye	2.5	80	40	0	0	25	0	0	0	0	0	0	5	0	0	0	30
10/27/2015	Workshop	Buckeye	Buckeye Chamber of Commerce, E Monroe, Buckeye	2	20	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12/12/2015	Event	Buckeye	Buckeye Marathon, Buckeye Municipal Airport	13	900	70	0	0	50	0	0	0	0	0	0	20	0	0	0	70
5/17/2016	Event	Buckeye	Festival Foothills Elementary	14	200	200	0	0	50	0	0	5	20	10	5	0	0	10	0	100
9/16/15	Event	Chandler	Sanborn Elementary School	2.5	50	15	0	10	21	0	0	0	0	7	0	0	2	0	0	40
09/16/15	Workshop	Chandler	Environmental Education Center	3.5	46	46	0	0	0	0	0	0	0	0	0	0	2	0	0	2
10/24/15	Event	Chandler	Tumbleweed Park 2250 S. McQueen Rd	5.5	4500	300	0	115	0	0	0	0	0	0	0	0	2	0	0	117
11/21/15	Event	Chandler	Tumbleweed Park 2250 S. McQueen Rd	6	4200	275	0	86	0	0	0	0	0	0	0	0	2	0	0	88
2/10/16	Event	Chandler	Summit Academy	3.5	120	25	0	0	0	0	0	25	0	0	0	0	2	0	0	27
2/25/16	Event	Chandler	Environmental Education Center	2.5	10	10	0	0	0	0	0	0	0	0	0	0	2	0	0	2
2/27/16	Event	Chandler	Hamilton High School	7.5	4000	245	0	151	0	0	0	0	0	0	0	0	2	0	0	153
3/19/16	Event	Chandler	Tumbleweed Recreation Center	4.5	200	65	0	23	49	0	0	0	0	0	0	0	2	0	0	74
4/12/16	Event	Chandler	Knox Gifted Academy	3	60	19	0	9	27	0	0	0	0	19	0	0	2	0	0	57
4/20/16	Event	Chandler	Intel - Dobson Road	6	225	60	0	0	39	0	0	0	0	0	0	0	2	0	0	41
05/24/2015	Event	El Mirage	Thompson Ranch HOA Meeting	02	50	25	0	0	50	50	0	0	0	50	0	0	0	0	0	0
10/24/2015	Event	El Mirage	Building and Safety 13601 N El Mirage Rd	2	75	75	0	0	75	0	0	75	0	75	75	75	0	0	0	0
10/8/15	Workshop	Fountain Hills	Four Peaks Elementary	1.25	150	150	0	0	0	0	0	0	0	0	5	0	0	0	0	5
03/10/16	Event	Gilbert	Crossroads Park, 2155 E Knox Rd, Gilbert, AZ 85296	8	1200	300	0	0	0	0	0	0	0	0	0	0	0	0	0	0
01/30/16	Workshop	Gilbert	South Area Service Center, 4760 S. Greenfield Rd, Gilbert, AZ 85297	50	405	405	0	50	50	0	25	100	0	0	0	0	0	0	0	225
04/07/16	Event	Gilbert	Settler's Point Elementary School	4	250	120	0	105	45	0	0	0	0	0	0	0	0	0	0	150
04/21/16	Event	Gilbert	McQueen Park Activities Center	4	300	150	5	100	55	25	0	0	0	100	0	0	0	0	0	285
06/16/16	Event	Gilbert	Val Vista Lakes ClubHouse	4	30	30	50	0	25	25	0	0	0	0	0	20	0	0	0	120
03/10/16	Event	Gilbert	Cross Roads Park	8	1300	250	0	0	0	0	0	0	0	0	0	0	0	0	0	0
04/07/16	Event	Gilbert	Settler's Point Elementary	5	250	120	0	105	45	0	0	0	0	50	0	0	0	0	0	200
04/21/16	Event	Gilbert	McQueen Park Activities Center	5	300	150	5	100	55	25	0	0	0	50	0	0	0	0	0	240
06/16/16	Workshop	Gilbert	Val Vista Lakes Clubhouse	8	30	30	50	0	25	25	0	0	0	0	0	20	0	0	0	120
01/30/16	Workshop	Gilbert	4760 S. Greenfield Rd.	40	200	200	0	50	50	0	0	100	0	0	0	0	0	0	0	200
5/17/16	Event	Glendale	Desert Valley Elementary School	4	100	100	0	0	0	0	0	0	0	0	0	0	0	0	100	0
3/30/16	Event	Glendale	Hassayampa River Preserve	6	100	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0
06/03/16	Event	Glendale	Westgate Mall	10	300	50	0	0	0	0	0	50	0	0	0	0	0	0	0	0
02/15/16	Event	Glendale	Midwestern University	6	300	50	0	0	0	0	0	50	0	0	0	0	0	0	0	0
5/12/16	Event	Glendale	Glendale Renaissance Hotel	10	500	0	40	0	100	0	0	0	0	0	50	0	0	100	0	0

Date	Type of Activity	Municipality performing activity	Location of event	Total staff hours	Number of Event Attendees	Number of Direct Contacts	STORM Brochure	STORM Wristband	STORM Bags on Board	STORM Magnet clip	STORM Slap Bracelet	STORM Cup	STORM Frisbee	STORM Pencil	STORM Sack Bag	STORM Jar Opener	STORM Banner	STORM Magnet	STORM Activity Book	Total STORM Material
10/20/15	Event	Goodyear	Desert High School	30	120	30	100	0	26	0	0	30	18	20	100	0	0			294
11/07/15	Event	Goodyear	Goodyear Community Park	2	100	5	50	0	16	0	0	27	18	20	40	0	0	0		151
11/7/15	Event	Goodyear	Various locations in HOA communities	3	1000	10	840	0	160	0	0	160	160	160	160	0	0	0		2560
10/20/15	Event	Goodyear	Desert High School	2	120	30	23	0	10	0	0	3	0	0	4	0	0	0		43
10/31/15	Event	Goodyear	Rosco Dog Park on Roeser Rd	1	400	10	50	0	50	0	0	0	20	0	50	0	0	0		170
10/13/15, 10/14/15	Event	Maricopa County	Mesa Community College Fall Vendor Day @ 1833 W. Southern Ave Mesa, AZ 85202	14	400	100	20	0	17	0	0	0	0	0	0	17	2			56
10/24/15	Event	Maricopa County	37019 N. Lava Lane Cave Creek	6	70	70	2	0	0	0	0	0	0	0	0	0	2			4
8/14/15	Workshop	Maricopa County	2450 w south mountain Ave Phoenix 85041	1.25	28	28	0	0	0	0	0	0	0	0	1	0	0			0
8/21/15	Event	Maricopa County	37019 n Lava Lane Cave Creek	3	14	14	0	0	2	1	0	0	0	0	0	0	0			0
8/27/15	Workshop	Maricopa County	7820 w turney ave phx, 85033	2	31	31	0	0	0	0	0	0	0	0	1	0	0			0
8/14/15	Workshop	Maricopa County	2450 w south mountain ave Phx, 85041	1.25	28	28	0	0	0	0	0	0	0	0	0	1	0			0
8/14/15	Workshop	Maricopa County	2450 w South Mountain Ave Phx 85041	1.25	27	27	0	0	0	0	0	0	0	0	1	0	0			0
6/29/15	Event	Maricopa County	1965 E. Queen Creek Gilbert	3	21	21	19	0	0	0	0	0	0	0	0	0	0			0
7/13/15	Event	Maricopa County	1965 E Queen Creek Gilbert	3	21	21	19	0	0	0	0	0	0	0	0	0	0			0
7/14/15	Event	Maricopa County	20304 W. White Tanks Mtn. Rd. Waddell 85355	3	34	34	6	0	0	0	0	0	0	0	0	0	0			0
7/15/15	Event	Maricopa County	10600 W. Peoria Ave Sun City	3	14	14	1	0	0	0	0	0	0	0	0	0	0			0
7/23/15	Event	Maricopa County	Guadalupe Branch Library 9241 S. Avenida Guadalupe 85283	1.5	18	18	1	0	0	0	0	0	0	0	0	0	0			0
9/10/15	Workshop	Maricopa County	Rio Vista Elementary 10237 W. Encanti Blvd Avondale 85392	1	25	25	0	0	0	0	0	0	0	0	1	0	0			0
9/10/15	Workshop	Maricopa County	Rio Vista Elementary 11:15-12:15	1	25	25	0	0	0	0	0	0	0	0	1	0	0			0
9/10/15	Workshop	Maricopa County	Rio Vista Elementary 12:30pm-1:30	1	25	25	0	0	0	0	0	0	0	0	1	0	0			0
9/17/15	Workshop	Maricopa County	New River Elementary 48827 N. Black Canyon Highway	3	30	30	0	0	0	0	0	0	0	0	1	0	0			0
9/18/15	Workshop	Maricopa County	Paseo Hills 3302 W Louise Dr. Phx, 85027	2.5	29	29	0	0	0	0	0	0	0	0	1	0	0			0
9/21/15	Workshop	Maricopa County	Tomahawk Elementary 7820 W. Turney Ave Phoenix, 85033	2.5	33	33	0	0	0	0	0	0	0	0	1	0	0			0
9/25/15	Workshop	Maricopa County	Paseo Hills Elementary 3302 W. Louise Dr Phoenix 85027	3	30	30	0	0	0	0	0	0	0	0	1	0	0			0
9/26/15	Event	Maricopa County	Lake Pleasant Regional Park	4.5	100	100	0	0	19	0	0	0	0	0	0	22	1			42
9/28/15	Workshop	Maricopa County	St. John Bosco	5	120	120	0	0	0	0	0	0	0	0	1	0	0			0
9/28/15	Workshop	Maricopa County	St. John Bosco	1.25	29	29	0	0	0	0	0	0	0	0	1	0	0			1
9/29/15	Workshop	Maricopa County	St. John Bosco	1.25	30	30	0	0	0	0	0	0	0	0	1	0	0			1
9/29/15	Workshop	Maricopa County	St. John Bosco	1.25	25	25	0	0	0	0	0	0	0	0	1	0	0			1
9/29/15	Workshop	Maricopa County	St. John Bosco	1.25	18	18	0	0	0	0	0	0	0	0	1	0	0			1
9/29/15	Workshop	Maricopa County	St. John Bosco	1.25	30	30	0	0	0	0	0	0	0	0	1	0	0			1
9/29/15	Workshop	Maricopa County	St. John Bosco	1.25	35	35	0	0	0	0	0	0	0	0	1	0	0			1
9/29/15	Event	Maricopa County	St. John Bosco	1.25	30	30	0	0	0	0	0	0	0	0	1	0	0			0
9/30/15	Workshop	Maricopa County	St. John Bosco	1.25	19	19	0	0	0	0	0	0	0	0	1	0	0			1
9/30/15	Workshop	Maricopa County	St. John Bosco	1.25	30	30	0	0	0	0	0	0	0	0	1	0	0			1
9/30/15	Workshop	Maricopa County	St. John Bosco	1.5	30	30	0	0	0	0	0	0	0	0	1	0	0			1
9/30/15	Workshop	Maricopa County	St. John Bosco	1.5	30	30	0	0	0	0	0	0	0	0	1	0	0			1
10/1/15	Workshop	Maricopa County	St. John Bosco	1.5	30	30	0	0	0	0	0	0	0	0	1	0	0			1
10/5/15	Workshop	Maricopa County	Sierre Verde STEM Academy	3	27	27	0	0	0	0	0	0	0	0	1	0	0			1

Date	Type of Activity	Municipality performing activity	Location of event	Total staff hours	Number of Event Attendees	Number of Direct Contacts	STORM Brochure	STORM Wristband	STORM Bags on Board	STORM Magnet clip	STORM Slap Bracelet	STORM Cup	STORM Frisbee	STORM Pencil	STORM Sack Bag	STORM Jar Opener	STORM Banner	STORM Magnet	STORM Activity Book	Total STORM Material
10/9/15	Workshop	Maricopa County	Patterson Elementary	3	63	63	0	0	0	0	0	0	0	0	2	0	0			2
10/13,14/15	Event	Maricopa County	Mesa Community College Vendor Day - Fall	13	800	100	0	0	17	0	0	0	0	0	0	17	2			36
10/19/15	Workshop	Maricopa County	Kyrene Aprende M.S.	3	64	64	0	0	0	0	0	0	0	0	1	0	0			1
10/20/15	Workshop	Maricopa County	Lake Pleasant Elementary	2.5	50	50	0	0	0	0	0	0	0	0	2	0	0			2
10/23/15	Workshop	Maricopa County	Sonoran Foothills Elementary	1.25	29	29	0	0	0	0	0	0	0	0	1	0	0			1
10-23-15	Workshop	Maricopa County	Sonoran Foothills School	1.25	28	28	0	0	0	0	0	0	0	0	1	0	0			1
10/23/15	Workshop	Maricopa County	Sonoran Foothills School	1.25	28	28	0	0	0	0	0	0	0	0	1	0	0			1
10/24/15	Event	Maricopa County	Cave Creek Regional Park	6	70	70	2	0	0	0	0	0	0	0	0	0	2			0
10/26/15	Workshop	Maricopa County	Don Mensendick Elementary 5535 N. 67th Ave Glendale 85301	3	25	25	0	0	0	0	0	0	0	0	1	0	0			1
10/27/15	Workshop	Maricopa County	Paradise Valley Christian Prep	3	11	11	0	0	0	0	0	0	0	0	1	0	0			1
10/28/15	Event	Maricopa County	Phoenix Zoo 455 N. Galvin Parkway	5	300	250	165	0	0	0	0	0	0	0	0	0	2			167
10-31-15	Event	Maricopa County	San Tan Regional Park	5	250	200	3	0	0	0	0	0	0	0	0	0	2			5
11/3/15	Workshop	Maricopa County	Pathfinder Academy 2906 N. Boulder Canyon Mesa 85207	1.25	20	20	0	0	0	0	0	0	0	0	1	0	0			1
11/03/15	Workshop	Maricopa County	Pathfinder Academy	1.25	21	21	0	0	0	0	0	0	0	0	1	0	0			1
11/05/15	Workshop	Maricopa County	Don Mensendick Elementary	3	27	27	0	0	0	0	0	0	0	0	1	0	0			1
11/06/15	Workshop	Maricopa County	Madison Meadows Middle School	1.25	35	35	1	0	0	0	0	0	0	0	1	0	0			2
11/06/15	Workshop	Maricopa County	Madison Meadows Middle School	1.25	18	18	1	0	0	0	0	0	0	0	1	0	0			2
11/06/15	Workshop	Maricopa County	Madison Meadows Middle School	1.25	25	25	1	0	0	0	0	0	0	0	1	0	0			2
11/06/15	Workshop	Maricopa County	Madison Meadows Middle School	1.25	32	32	1	0	0	0	0	0	0	0	1	0	0			2
11/06/15	Workshop	Maricopa County	Madison Meadows Middle School	1.25	30	30	1	0	0	0	0	0	0	0	1	0	0			2
11/07/15	Workshop	Maricopa County	Tempe Beach Park - Walk to Save the Animals	8	3000	500	5	0	184	0	0	0	0	0	0	0	2			191
11/09/15	Workshop	Maricopa County	Madison Meadows Middle School	1.25	25	25	1	0	0	0	0	0	0	0	1	0	0			2
11/09/15	Workshop	Maricopa County	Madison Meadows Middle School	1.25	25	25	1	0	0	0	0	0	0	0	1	0	0			2
11/17/15	Event	Maricopa County	Country Meadow's Elementary Family Science Night 8409 N. 111th Ave Peoria	4	300	250	4	0	0	0	0	0	0	0	0	0	0			4
11/20/15	Workshop	Maricopa County	Stetson Hills Elementary 25475 N. Stetson Hills Loop Phoenix 85083	1.25	28	28	1	0	0	0	0	0	0	0	1	0	0			2
11/20/15	Workshop	Maricopa County	Stetson Hills Elementary 25475 N. Stetson Hills Loop Phoenix 85083	1.25	26	26	1	0	0	0	0	0	0	0	0	0	1			2
11/20/15	Workshop	Maricopa County	Stetson Hills Elementary 25475 N. Stetson Hills Loop Phoenix 85083	1.25	26	26	1	0	0	0	0	0	0	0	1	0	0			2
11/20/15	Workshop	Maricopa County	Stetson Hills Elementary 25475 N. Stetson Hills Loop Phoenix 85083	1.25	27	27	1	0	0	0	0	0	0	0	1	0	0			0
11/21,22/15	Event	Maricopa County	Arizona Game and Fish 2015 Open House and Educator Resource Fair	16	3200	800	16	0	0	0	0	0	0	0	0	0	2			18
11/24/15	Workshop	Maricopa County	Don Mensendick Elementary	3	29	29	1	0	0	0	0	0	0	0	1	0	0			2
11/30/15	Workshop	Maricopa County	Don Mensendick Elementary	3	27	27	1	0	0	0	0	0	0	0	1	0	0			2
12/01/15	Workshop	Maricopa County	Legend Springs Elementary 21150 N. Arrowhead Loop Rd. Glendale, 85308	2	30	30	1	0	0	0	0	0	0	0	1	0	0			2
12/01/15	Workshop	Maricopa County	Legend Springs Elementary 21150 N. Arrowhead Loop Rd. Glendale, 85308	2	27	27	1	0	0	0	0	0	0	0	1	0	0			2
12/02/15	Workshop	Maricopa County	Legend Springs Elementary 21150 N. Arrowhead Loop Rd. Glendale, 85308	2	27	27	1	0	0	0	0	0	0	0	1	0	0			0

Date	Type of Activity	Municipality performing activity	Location of event	Total staff hours	Number of Event Attendees	Number of Direct Contacts	STORM Brochure	STORM Wristband	STORM Bags on Board	STORM Magnet clip	STORM Slap Bracelet	STORM Cup	STORM Frisbee	STORM Pencil	STORM Sack Bag	STORM Jar Opener	STORM Banner	STORM Magnet	STORM Activity Book	Total STORM Material
12/02/15	Workshop	Maricopa County	Legend Springs Elementary 21150 N. Arrowhead Loop Rd. Glendale, 85308	2	25	25	1	0	0	0	0	0	0	0	1	0	0			2
12/04/15	Workshop	Maricopa County	Desert Sage Elementary 4135 W. Alameda Dr. Glendale 85310	1.5	25	25	1	0	0	0	0	0	0	0	1	0	0			2
12/04/15	Workshop	Maricopa County	Desert Sage Elementary 4135 W. Alameda Dr. Glendale 85310	1.5	25	25	1	0	0	0	0	0	0	0	1	0	0			2
12/04/15	Workshop	Maricopa County	Desert Sage Elementary 4135 W. Alameda Dr. Glendale 85310	1.5	25	25	1	0	0	0	0	0	0	0	1	0	0			2
12/04/15	Workshop	Maricopa County	Desert Sage Elementary 4135 W. Alameda Dr. Glendale 85310	1.5	25	25	1	0	0	0	0	0	0	0	1	0	0			2
12/07,08/15	Workshop	Maricopa County	Isaac Middle School	10	251	251	2	0	0	0	0	0	0	0	2	0	0			4
12/09/15	Workshop	Maricopa County	Palo Verde Elementary 10700 S. Palo Verde Rd. Buckeye 85343	1.75	28	28	1	0	0	0	0	0	0	0	1	0	0			2
12/09/15	Workshop	Maricopa County	Palo Verde Elementary 10700 S. Palo Verde Rd. Buckeye 85343	1.75	27	27	1	0	0	0	0	0	0	0	1	0	0			2
12/10/15	Workshop	Maricopa County	Palo Verde Elementary 10700 S. Palo Verde Rd. Buckeye 85343	1.25	21	21	1	0	0	0	0	0	0	0	1	0	0			2
12/10/15	Workshop	Maricopa County	Palo Verde Elementary 10700 S. Palo Verde Rd. Buckeye 85343	1.25	25	25	1	0	0	0	0	0	0	0	1	0	0			2
12/10/15	Workshop	Maricopa County	Palo Verde Elementary 10700 S. Palo Verde Rd. Buckeye 85343	1.75	27	27	1	0	0	0	0	0	0	0	1	0	0			2
12/10/15	Workshop	Maricopa County	Palo Verde Elementary 10700 S. Palo Verde Rd. Buckeye 85343	1.75	30	30	1	0	0	0	0	0	0	0	1	0	0			2
1/2/16	Event	Maricopa County	San Tan Yappy Days 6533 W. Phillips Rd Queen Creek 85142	6	300	11	0	0	80	0	0	0	0	0	1	0	0			81
1-2-16	Event	Maricopa County	WhiteTanks Regional Park 20303 W. White Tank Mountain Rd	7	500	100	0	0	25	0	0	0	0	0	0	22	1			48
1-11-16	Event	Maricopa County	San Tan Elementary 3443 E. Calistoga Gilbert 85297	5	300	100	0	0	0	0	0	0	0	0	0	0	1			1
1/13/16	Workshop	Maricopa County	Tomahawk Elementary 7820 W. Turney Ave Phoenix, 85033	3	30	30	1	0	0	0	0	0	0	0	1	0	0			2
1/14/16	Workshop	Maricopa County	Sage Elementary 3120 N. 32nd St Phoenix	3	26	26	1	0	0	0	0	0	0	0	1	0	0			2
1/28/16	Event	Maricopa County	Desert Sage Elementary (Science Night) 4035 W. Alameda Rd. Glendale 85310	4	300	150	0	0	0	0	0	0	0	0	0	0	1			1
2/8/16, 2/9/16, 2/10/16, 2/11/16	Workshop	Maricopa County	South Valley JH 2034 S. Lindsay Rd Gilbert 85295	24	550	550	4	0	0	0	0	0	0	23	4	0	0			0
2/16/16, 2/18/16	Workshop	Maricopa County	Settlers Point Elementary 423 E Settler Gilbert 85296	8	120	120	4	0	0	0	0	0	0	0	4	0	0			0
2/17/16	Workshop	Maricopa County	New River Elementary 48827 N. Black Canyon Freeway	4	42	42	2	0	0	0	0	0	0	0	2	0	0			0
2/19/16	Workshop	Maricopa County	Gavillan Peak 2701 W. Memorial Anthem 85086	8	300	300	10	0	0	0	0	0	0	0	10	0	0			0
2/25/16	Workshop	Maricopa County	Rhodes Jr High 1860 S Longmore Mesa, 85202	9	210	210	1	0	0	0	0	0	0	0	1	0	0			0
2/26/16	Workshop	Maricopa County	Newell Barney JH 24937 S Sossaman Queen Creek 85242	8	180	180	1	0	0	0	0	0	0	0	1	0	0			0
2/27/16	Event	Maricopa County	Grand Canyon University	7	60	60	60	0	0	0	0	0	0	0	60	0	1			121
2/24/16	Event	Maricopa County	Mesa Community College 1833 W. Southern Ave Mesa, 85202	6.5	150	75	0	0	20	0	0	0	0	0	0	1	0			81
3/2/16	Event	Maricopa County	MCC-Red Mountain	5	100	50	0	0	0	0	0	0	0	0	25	23	0			48

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3/3/16	Workshop	Maricopa County	Summit Academy 1560 W. Summit Place Chandler 85224	5	90	90	1	0	0	0	0	0	0	4	1	0	0			0
3/4/16	Event	Maricopa County	Girls Have It Day 4710 N. 5th St. Phoenix 85012	5	1000	350	1203	0	44	0	58	0	0	51	0	13	1			1370
3/5/16	Event	Maricopa County	Mesa Public Schools SciTech 845 S. Crismon Rd Mesa 85208	6	1000	350	5	0	0	0	0	0	0	0	0	0	1			146
3/5/16, 3/6/16	Event	Maricopa County	Tres Rios Festival 7602 S. Avondale Blvd Avondale 85353	16	2500	1800	65	0	16	0	0	0	0	0	4	7	1			157
3/21/16	Workshop	Maricopa County	Maurice C. Cash Elementary 3851 W. Roesher Rd. Phx, 85041	4	84	84	1	0	0	0	0	0	0	0	1	0	0	9		11
3/22/16	Workshop	Maricopa County	Wigwam Creek Middle School 4510 N. 127th Ave Litchfield Park AZ 85340	3	27	27	1	0	0	0	0	0	0	0	1	0	0	27		29
3/23/16	Workshop	Maricopa County	Summit Academy 1550 W. Summit Place Chandler, AZ	7	163	163	1	0	0	0	0	0	0	3	1	0	0	163		168
4/21/16	Workshop	Maricopa County	Copper Canyon Elementary 17650 N 54th St Scottsdale 85254	6	120	120	5	0	0	0	0	0	0	0	5	0	0	0		10
4/22/16	Event	Maricopa County	White Tanks Library 20304 W White Tank Mountain Road Waddell 85355	7	100	100	2	0	0	0	0	0	0	0	0	0	0	40		42
4/26/16	Workshop	Maricopa County	Desert Sun Academy	1.5	38	38	2	0	0	0	0	0	0	2	0	0	0		4	
4/20/16	Event	Maricopa County	Downtown Phoenix Administrative Offices	3	100	100	0	0	0	3	0	0	0	0	0	44	0	22		69
5/2/16,5/3/16	Workshop	Maricopa County	Brisas Elementary	5	133	133	5	0	5	0	0	0	0	0	0	5	0	0		15
5/6/16	Workshop	Maricopa County	Newell Barney Jr. High	6	162	162	1	0	0	0	0	0	0	6	1	0	0	0		8
5/17/16	Workshop	Maricopa County	Summit Academy 1560 W Summit Place Chandler 85224	3	59	59	1	0	0	0	0	0	0	17	1	0	0	0		19
5/19/16	Workshop	Maricopa County	St. Louis the King Catholic 4331 W. Maryland Glendale, AZ 85301	3	62	62	2	0	0	0	0	0	0	3	1	0	0	0		6
5/26/16	Workshop	Maricopa County	St. Louis the King Catholic School 4331 W. Maryland Glendale	3	63	0	2	0	0	0	0	0	0	0	2	0	0	0		4
6/29/16	Event	Maricopa County	El Mirage Community Center	4	124	124	0	0	0	0	0	0	0	0	0	0	0	18		18
7/13/15	Event	Maricopa County	Perry Branch Library	3	21	21	19	0	0	0	0	0	0	0	0	0	0	0		19
7/14/15	Event	Maricopa County	White Tanks Branch Library	3	34	34	6	0	0	0	0	0	0	0	0	0	0	0		6
7/15/15	Event	Maricopa County	Fairway Branch Library	3	14	14	1	0	0	0	0	0	0	0	0	0	0	0		1
7/16/15	Event	Maricopa County	MCESD Bring your child to work day	3.5	40	40	0	18	0	0	0	22	35	8	0	0	0	0		83
7/12/16	Event	Avondale	Pets in Police Service Program - Estrella Mountain Police Station	4	50	50	0	0	50	0	0	0	0	0	0	0	0	0		0
11/16/15	Event	Maricopa County	St. John Bosco Waterfest	5	250	250	40	0	0	0	0	0	0	0	0	0	0	0		40
4/13/16,4/14/16,4/15/16, 4/16/16,4/17/16	Event	Maricopa County	Maricopa County Fair	30.5	2600	950	125	0	75	9	0	0	55	0	101	40	0	65		470
6/3/16	Event	Maricopa County	Surviving the Summer Event	4	150	150	0	0	20	0	0	0	0	0	0	0	0	0		20
6/20/16	Workshop	Maricopa County	Tutor Time	2	17	17	1	0	0	0	0	0	0	1	0	0	0		2	
10/15/15	Event	Mesa	300 E 6th Street	10	5000	200	300	100	0	0	0	0	100	0	100	0	0		300	
10/24/16	Event	Avondale	Tres Rios Make a Difference Day - Tres Rios Wetlands	50	400	400	300	0	75	0	0	0	0	0	0	0	0		375	
02/17/16	Workshop	Mesa	57 E 1st Street / Mesa City Council Chambers	4	25	25	0	0	0	0	0	0	0	0	0	0	0		0	
03/05/16	Event	Mesa	845 S. Crismon Road / Skyline H.S.	12	500	200	0	40	60	0	40	30	30	0	40	0	0		200	
8/21/15	Workshop	OTHER	37019 N. Lava Lane Cave Creek	3	14	14	0	0	2	1	0	0	0	0	0	0	0		0	

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03/02/16, 03/05/16, 03/06/16, 04/02/16	Event	Peoria	Pioneer Park, Peoria Sports Complex, Peoria Sports Complex, Main Library, Sunrise Mountain Library, Various Schools	76	2,475	1,675	500	0	200	100	0	100	0	200	100	0	0	0	0	1200
10/28/15	Event	Phoenix	Phoenix Zoo - 455 N Galvin Parkway, Phoenix 85008	6	300	250	140	0	0	0	0	0	0	0	0	0	2	0	0	142
8/27/15	Workshop	Phoenix	7820 W Turney Ave Phx 85033	2	31	31	0	0	0	0	0	0	0	0	1	0	0	0	0	1
06/30/16	Event	Phoenix	Burton Barr Library	20	120	120	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10/28/2015	Event	Phoenix	Phoenix Botanical Gardens	8	140	130	75	0	60	0	0	0	100	0	0	0	0	0	0	235
11/16/2015	Event	Phoenix	ST. John Bosco School	20	124	124	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11/25/2015	Event	Phoenix	2474 S. 22nd Ave	8	50	50	50	0	0	0	0	0	0	0	0	0	0	0	0	50
01/07/2016	Event	Phoenix	2474 S. 22nd Ave	4	20	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0
03/04/2016	Event	Phoenix	2439 S. Central	16	56	56	67	0	0	0	0	67	67	67	0	0	67	0	0	335
03/12/2016	Event	Phoenix	Sonoran Sky Elementary school	16	500	105	0	0	5	0	0	0	0	0	50	0	0	0	0	55
04/23/2016	Event	Phoenix	Phoenix Renews Gardens 4221 N. Central	20	90	80	50	0	0	0	0	25	0	0	0	0	0	0	0	75
04/24/2016	Event	Phoenix	South Mountain Community Center	12	45	45	0	0	25	0	0	0	0	25	0	0	0	0	0	50
10/20/16	Event	Goodyear	Estrella Community College	2	9000	10	70	0	0	0	0	9	0	14	59	0	0	0	0	153
04/26/2016	Event	Phoenix	Gateway Community College	8	50	50	3	0	0	0	0	0	0	5	0	0	0	0	0	8
05/13/2016	Event	Phoenix	Solano Elementary School	8	62	62	0	0	0	0	0	0	62	2	0	0	0	0	0	62
05/19/2016	Event	Phoenix	Solano Elementary School	8	17	17	0	0	0	0	0	0	17	0	0	0	0	0	0	17
06/14/2016	Event	Phoenix	Lowell School	8	34	34	0	0	36	0	0	36	0	32	0	0	37	0	0	178
09/12/15	Event	Pinal County	Walker Butte Elementary School, San Tan Valley	5	250	100	5	0	40	0	12	0	31	0	14	0	0	0	0	0
07/04/16	Event	Pinal County	Florence Parks & Recreation	2	500+	100+	0	0	75	0	0	75	0	100	0	0	0	0	0	0
07/26/16	Event	Pinal County	Mountain Vista Estates	4	32	32	0	0	0	0	0	0	30	0	0	0	0	0	0	0
7/23/16	Event	Maricopa County	Guadalupe Branch Library	3	36	36	1	0	0	0	0	0	0	0	0	0	0	0	0	1
8/14/16	Workshop	Maricopa County	EAGLE College Preparatory School	3.75	83	83	0	0	0	0	0	0	0	3	0	0	0	0	0	3
8/21/16	Event	Maricopa County	Cave Creek Regional Park	3	14	14	0	0	2	1	0	0	0	0	0	0	0	0	0	3
4/22/2015	Event	Scottsdale	Vanguard Earth Day Event	16	300	200	150	0	150	0	50	0	50	0	50	0	0	0	0	150
4/11/2015	Event	Scottsdale	100th St and Shea Blvd	12	50	50	30	0	30	0	0	30	0	0	0	0	0	0	0	30
2/19/2015	Event	Scottsdale	7375 East 2nd St, Scottsdale, AZ	16	300	300	300	0	0	0	0	0	0	0	0	0	0	0	0	95
11/21/15	Event	Scottsdale	2nd St. / Brown Ave. in downtown Scottsdale	25	2500	200	75	50	75	0	0	75	0	50	0	0	0	0	0	325
12/05/2015	Event	Scottsdale	Vista del Camino Park 7700 E Roosevelt St.	4	200	100	75	0	20	15	0	20	20	0	0	0	0	0	0	150
02/13/2016	Event	Scottsdale	Oldtown Scottsdale (Brown Ave/Main St.)	30	20,000	500	200	15	75	50	25	0	75	0	0	0	0	0	0	440
10/15/19	Workshop	Glendale	STEM programs Glendale schools	10	600	50	25	0	0	0	0	0	0	0	0	0	0	0	0	25
07/14/15	Event	Glendale	Arrowhead Towne Center	4	187	025	0	0	0	0	025	0	0	0	0	0	0	0	0	0
07/14/15	Event	Glendale	Arrowhead Towne Center	4	187	025	0	0	0	0	025	0	0	0	0	0	0	0	0	0
10-17-15	Event	Glendale	Westgate Mall	016	700	200	0	50	100	0	500	0	0	0	0	0	0	0	0	0
02/27/2016	Event	Scottsdale	Scottsdale Civic Center Mall (7375 E 2nd St)	15	300	250	50	0	0	0	0	0	0	0	0	0	0	0	0	50
04/28/2016	Event	Scottsdale	Vanguard Earth Day Celebration - 15111 N. Pima Rd.	20	300	250	150	0	200	0	0	0	0	100	25	0	50	0	0	525
10/15/16	Workshop	Glendale	Glendale Public Library	40	736	100	100	0	0	0	0	0	0	0	0	0	0	0	0	0
10/29/15	Workshop	Surprise	City of Surprise, WRF, SPA-1. 11401 N. 136th Ave, Surprise, AZ 85379	4	145	145	0	0	0	0	0	0	145	0	0	0	0	0	0	145
12/05/2015	Event	Surprise	Surprise, 8 acre field	10	21500	200	40	0	572	0	0	40	4	0	0	30	2	0	0	648
05/11/2016	Event	Surprise	Rancho Gabriela Elementary School	4	122	55	0	0	0	0	0	0	0	100	50	0	0	0	0	150
04/08/16, 04/09/16, 04/10/16	Event	Tempe	Downtown Tempe (Mill Ave)	47	225,000	386	11	0	75	0	0	0	0	40	0	2	37	0	0	449

Date	Type of Activity	Municipality performing activity	Location of event	Total staff hours	Number of Event Attendees	Number of Direct Contacts	STORM Brochure	STORM Wristband	STORM Bags on Board	STORM Magnet clip	STORM Slap Bracelet	STORM Cup	STORM Frisbee	STORM Pencil	STORM Sack Bag	STORM Jar Opener	STORM Banner	STORM Magnet	STORM Activity Book	Total STORM Material
12/04/15, 12/05/15, 12/06/15	Event	Tempe	Tempe Arts Festival Downtown Tempe (Mill Ave)	47	225,000	901	500	0	0	0	0	0	0	0	0	0	0	0	0	901
05/14/16	Event	Tempe	Tempe Town Lake Reopening at the Tempe Center for the Arts (Rio Salado Pkwy)	10 hours	2000	124	36	0	48	0	0	27	27	0	0	0	2	0		235